



## Annual Category I Educational Workshop

# The Healthcare Organization's Role in Formulating Public Policy

**September 28, 2010**

11 a.m. – 1:00 p.m.

Baptist Health Medical Center – Little Rock (live)

*Offered via video conference at these locations:*

Mercy Medical Center – Rogers

St. Bernards Medical Center – Jonesboro

White River Medical Center – Batesville

### Course Description

Many of society's most critical issues confront healthcare organizations daily. From access for the uninsured and underinsured, children and elder care initiatives, patient safety and Medicare and Medicaid changes, healthcare organizations must address countless issues. In addition, healthcare must also deal with payer demands for cost containment and the growing expectation for transparency.

How can your organization advocate on those public policy issues that clearly affect your community and healthcare providers? How important is it for healthcare leaders to become involved in policy issues at the local, state and national levels? Can your participation really impact how regulatory and fiscal decisions get made? What are the advantages or disadvantages to your organization in joining this kind of an advocacy effort?

### Discussion Topics

- How can healthcare organizations become involved in public policy?
- What are the issues that are most immediately of concern?
- What are the longer-term issues?
- Is there a role for local healthcare organizations in the local, state and national policy arena?
- What could that role be?
- How do you ensure your voice is heard and issues are addressed?

### Continuing Education Information

This program has been developed and is presented locally by the Arkansas Health Executives Forum. The American College of Healthcare Executives has awarded 1.5 Category I (ACHE education) credit hours to this program.

**In order to receive credit for this program, participants MUST sign-in on the registration form AND complete and return a program evaluation form. Please note that it will take 4-6 weeks after the program for ACHE to post the credits to attendees' records.**

## Target Audience

Hospital administrators, members of the hospital C-suite, members of the American College of Healthcare Executives

## Registration and Meeting Information

This workshop will be conducted **live** at the Gilbreath Conference Center at Baptist Health Medical Center in Little Rock. The program also will be offered **via video conference** at three additional locations – Mercy Medical Center (Board Conference Room, 3<sup>rd</sup> Floor) in Rogers, St. Bernards Medical Center (Stroud Hall) in Jonesboro and White River Medical Center (Administrative Boardroom) in Batesville. It is the hope of AHEF that these locations will offer a reduced amount of travel for participation in the workshop, while continuing to offer networking opportunities to attendees.

## Panelists

**Kevin Ryan, JD, MA, Associate Executive Director, Arkansas Center for Health Improvement, Little Rock**, will moderate the panel discussion. Ryan is an attorney and health services researcher whose academic interests center around public health law and the development of state and federal policies targeted to improve the U.S. healthcare delivery and financing system.

**Paul Cunningham, Senior Vice President, Arkansas Hospital Association, Little Rock**, will participate as a panelist. Cunningham holds a Masters Degree in Public Administration and worked for a local health planning agency and as director of children's services with the Arkansas Easter Seal Society prior to joining the AHA in 1981. His primary responsibilities include policy analysis, federal relations, reimbursement issues and communications.

**Rich Huddleston, Executive Director, Arkansas Advocates for Children & Families (AACF), Little Rock**, also will serve as a panelist. Huddleston served as the research and fiscal policy director for AACF, as well as the lead program staff for the organization's State Fiscal Analysis Initiative project before being named executive director in 2004. He has an extensive background in research and public policy, particularly those affecting children.

## Program Agenda

- 11:00 a.m. Registration and Remote Location Sign-in
- 11:05 a.m. Workshop Begins
- 12:35 p.m. Workshop Concludes/Lunch and Networking
- 1:00 p.m. Adjournment

**Arkansas Health Executives Forum**

**The Healthcare Organization's Role in Formulating Public Policy**

**September 28, 2010**

***Registration Form***

**Registration fee: \$35 per person**

**Please check the appropriate boxes indicating your attendance plans.**

Name \_\_\_\_\_  
ACHE Affiliate Status \_\_\_\_\_

Little Rock       Rogers  
 Jonesboro       Batesville

Title \_\_\_\_\_

Please include me in the lunch count

Name \_\_\_\_\_  
ACHE Affiliate Status \_\_\_\_\_

Little Rock       Rogers  
 Jonesboro       Batesville

Title \_\_\_\_\_

Please include me in the lunch count

Hospital/Organization \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**Please make checks payable to: Arkansas Health Executives Forum (credit cards are not accepted)**

**Fax or mail form and registration fee to:**

Anna Sroczyński, Registrar, Arkansas Hospital Association, 419 Natural Resources Drive, Little Rock, AR 72205; phone (501) 224-7878; fax (501) 224-0519.